

# Report

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Report to:	<b>Community Resources Committee</b>
Date of Meeting:	<b>31 March 2009</b>
Report by:	<b>Executive Director (Community Resources)</b>

Subject:	<b>Award of 5 Star Visitor Attraction Status - Low Parks Museum, Hamilton</b>
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## 1. Purpose of Report

1.1. The purpose of the report is to:-

- ♦ advise the Committee that Low Parks Museum, Hamilton has been awarded 5 Star status under the Visit Scotland Quality Award Scheme.

## 2. Recommendation(s)

2.1. The Committee is asked to approve the following recommendation(s):-

- (1) that the award by Visit Scotland of 5 Star status to Low Parks Museum, Hamilton be noted.

## 3. Background

- 3.1. Low Parks Museum is based in Muir Street, Hamilton. Originally opened as the Burgh Museum in 1967, Low Parks Museum was comprehensively refurbished, extended and developed to bring the museum up to the most exacting conservation standards. The museum formally reopened in 2000 and includes the permanent exhibition programme which commemorates the unique story of the Cameronian (Scottish Rifles) Regiment which disbanded in 1968.
- 3.2. Over the last three years, Low Parks Museum has undergone a series of service improvements which has realised increased use and enjoyment of the facility as well as receiving significant professional recognition from external organisations, such as:-
- ♦ in 2007, Low Parks Museum (key integral element) contributed largely to the Council's Museum service in securing full accreditation from the National Museum Association
  - ♦ in 2008, Low Parks Museum became the first museum in the United Kingdom to secure the Quest Quality Assurance award (achieving a highly commended assessment). This external assessment was the principal stepping stone to improving Low Parks Museum standing within the Visit Scotland Quality Assurance Scheme where, for a number of years, the museum had been assessed as a 4 star facility
  - ♦ a café has been introduced to Low Parks Museum which has brought in a new wave of users to the facility
  - ♦ visits by the general public to Low Parks Museum has gradually risen over the past three years, a total of 29,000 being expected by the end of March 2010.

3.3. A cursory background statement on what Visit Scotland assess as part of their overall assessment includes:

1. *Pre-arrival*

- ◆ Brochure content and accuracy
- ◆ Directional signage from main roads (Tourist signs)
- ◆ Appearance of grounds and car parking facilities

2. *Arrival*

- ◆ Signage from main driveway to the buildings
- ◆ Appearance of buildings
- ◆ Welcome and appearance of staff
- ◆ Internal layout and traffic flow of site
- ◆ Decoration and cleanliness

3. *Visitor Attraction Presentation*

- ◆ Appearance, attitude and effectiveness of staff knowledge
- ◆ Visitor attraction presentation and layout
- ◆ Internal signage
- ◆ Interpretation information and presentation

4. *Catering*

- ◆ Café/restaurant layout
- ◆ Meal presentation
- ◆ Appearance and attitude of staff
- ◆ Decoration and cleanliness
- ◆ Atmosphere and ambience
- ◆ Menu range and content

5. *Toilets*

- ◆ Layout
- ◆ Fixtures and fittings
- ◆ Cleanliness
- ◆ Decoration and maintenance

**4. Assessment Review**

4.1. In January 2009, an assessment was carried out by Visit Scotland at Low Parks Museum. Acknowledgment was made by Visit Scotland of the tremendous commitment by the entire museum staff, with particular focus on the degree of customer care shown by the front line staff.

4.2. Low Parks Museum was successfully assessed under the Visit Scotland Visitor Attraction Scheme, achieving a 5 Star award. Such a status is nationally recognised as being an exceptional visitor attraction category. Low Parks Museum now joins its family member, Chatelherault Country Park, in equal footing with the likes of Glamis Castle, the Royal Yacht – Britannia, Kelvingrove Art Gallery and the Glasgow Science Centre.

**5. Employee Implications**

5.1. None

## **6. Financial Implications**

6.1. None

## **7. Other Implications**

7.1. None.

## **8. Equality Impact Assessment and Consultation Arrangements**

8.1. This report does not introduce a new policy, function or strategy or recommend a change to an existing policy, function or strategy and therefore no impact assessment is required.

8.2 There was no requirement to undertake consultation in terms of the content of this report.

**Norrie Anderson**  
**Executive Director (Community Resources)**

26 February 2009

### **Link(s) to Council Objectives and Values**

- ◆ Increase Participation in to Arts and Culture
- ◆ Increase Involvement in Lifelong Learning

### **Previous References**

None

### **List of Background Papers**

None

### **Contact for Further Information**

If you would like to inspect the background papers or want further information, please contact:-

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